



Outreach and Education Subcommittee

May 27, 2015



AGENDA

- 1. Welcome and Introductions**
- 2. Recap of Previous Meeting**
- 3. Stakeholder Engagement**
 - Logo Design
 - Website
 - Roadmap Outreach Contract
 - Communications Plans
 - External Communications
- 4. Open Discussion and Next Steps**
- 5. Next Subcommittee Meeting**

RECAP OF PREVIOUS MEETING



- **Internal Communications**
 - Letter from CEO
 - Staying Informed
 - First draft of annual report
- **External Outreach**
 - Arts Commission Presentation
 - Earth Day news coverage in the AV Press
- **Website**
 - Developed prototype
- **Logo**
 - Inspiration Board
- **Dodgers Campaign**
 - Video PSA
- **Roadmap Video Outline**

STAKEHOLDER ENGAGEMENT



LOGO DESIGN – From Inspiration to Product Design

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STAKEHOLDER ENGAGEMENT

ROADMAP WEBSITE

<http://dpw.lacounty.gov/epd/roadmap/>

HOME

About the Roadmap

Meetings

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Roadmap to a Sustainable Waste Management Future



On April 22, 2014, the Los Angeles County Board of Supervisors adopted a [motion](#) (PDF, 7.7KB) directing the Department of Public Works to establish a Working Group of County Departments and develop a Roadmap to achieve a Sustainable Waste Management Future. Subsequently, on October 21, 2014, the Los Angeles County Board of Supervisors adopted the Roadmap to a Sustainable Waste Management Future for the County of Los Angeles. The Roadmap lays out the general framework for the strategies and initiatives that the County can implement in County Unincorporated Communities, Regional/Countywide, and at County Operations to decrease reliance on landfills by maximizing the recovery of products, materials, and energy from waste that would otherwise be disposed at landfills, and provides direction to the Department of Public Works and other County departments to initiate the implementation of the Roadmap.

To view the [Roadmap](#) (PDF, 887KB) to a Sustainable Waste Management Future or the [Briefing Report](#) (PDF, 3.14MB) on the Roadmap, click on the respective links.

Los Angeles County Department of Public Works, Environmental Programs Division

Department of Public Works

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Meetings

Date	Agenda	Summaries	Location
06/10/15	Working Group (PDF)	Working Group (PDF)	Conference Room A
	County Operations (PDF)	County Operations (PDF)	Conference Room C
05/27/15	County Unincorporated Communities (PDF)	County Unincorporated Communities (PDF)	Conference Room C
	Regional/Countywide (PDF)	Regional/Countywide (PDF)	Conference Room C
	Outreach and Education (PDF)	Outreach and Education (PDF)	Conference Room C
	County Operations (PDF)	County Operations (PDF)	Alhambra Room
04/23/15	County Unincorporated Communities (PDF)	County Unincorporated Communities (PDF)	Alhambra Room
	Regional/Countywide (PDF)	Regional/Countywide (PDF)	Alhambra Room
	Outreach and Education (PDF)	Outreach and Education (PDF)	Alhambra Room
03/09/15	Working Group (PDF)	Working Group (PDF)	Alhambra Room
	County Operations (PDF)	County Operations (PDF)	Conference Room B
02/24/15	County Unincorporated Communities (PDF)	County Unincorporated Communities (PDF)	Conference Room B
	Regional/Countywide (PDF)	Regional/Countywide (PDF)	Alhambra Room
	Outreach and Education (PDF)	Outreach and Education (PDF)	Alhambra Room
	County Operations (PDF)	County Operations (PDF)	Alhambra Room
1/12/15	County Unincorporated Communities (PDF)	County Unincorporated Communities (PDF)	Alhambra Room
	Regional/Countywide (PDF)	Regional/Countywide (PDF)	Alhambra Room
	Outreach and Education (PDF)	Outreach and Education (PDF)	Alhambra Room

STAKEHOLDER ENGAGEMENT

ROADMAP OUTREACH CONTRACT

- Arts Component
 - Arts Commission
 - Land Art Generators Initiative
- Organics Task
- Extended Producer Responsibility (EPR) Task
- Household Hazardous Waste Source Reduction Task

STAKEHOLDER ENGAGEMENT

COMMUNICATIONS PLANS

CONSTRUCTION & DEMOLITION

Next Steps

- Begin Stakeholder Engagement (*2 meetings tentatively scheduled for late June*)
- File Board Letter
- Adopt Ordinance
- Effective January 1, 2016

ORGANICS PILOT PROJECT

Next Steps

- Identify Stakeholders
- Determine Stakeholder Engagement Tactics
- Develop Stakeholder Engagement Plan
- Coordinate Stakeholder Meetings

Let's Discuss . . .

When is the best time to engage others?

How do we engage others?

Who should we engage?

STAKEHOLDER ENGAGEMENT

EXTERNAL COMMUNICATIONS

Smart Business Recycling Survey – AB 1826/AB 341



NEXT STEPS

- 1. Update on Department Recycling Program.**
- 2. Continue Communications Plans.**
- 3. Finalize Logo. PLEASE submit your survey!**
- 4. Draft Annual Report for the Board.**

Next Subcommittee Meeting?